

The nexus between utilitarian and hedonic values, online shopping satisfaction, and purchase intentions

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Abstract

The study investigates the nexus between utilitarian and hedonic values, online shopping satisfaction, and purchase intentions, i.e. the study seeks to determine the impact of utilitarian and hedonic values on online shopping satisfaction and purchase intentions. The study followed a descriptive research design and a single cross-sectional survey generating quantitative data. Using Survey Monkey, 215 usable responses were obtained and analyzed. The study was conducted in an emerging economy, South Africa. Descriptive statistics, correlation, and regression analysis were conducted. In order to gain more insight into the nexus between utilitarian and hedonic values, online shopping satisfaction, and purchase intentions, a mediation analysis was conducted. The results of the study indicate that both utilitarian and hedonic values are important predictors of online shopping satisfaction, and in turn, online shopping satisfaction is found to be a predictor of online purchase intentions. In terms of effect size, utilitarian values have been found to be a stronger predictor of online shopping satisfaction than hedonic values. The mediation analysis indicates that online shopping satisfaction does not mediate the link between utilitarian values and online purchase intentions while it confirmed a partial mediation between hedonic values and online purchase intentions. The research adds to the growing body of knowledge about the modern phenomena of online shopping. It provides a greater understanding of, and insight into, how online shoppers behave and make decisions in an online environment.

Keywords: utilitarian, hedonic, satisfaction, intention, online shopping